

News of the Theaters Music,

Probably no phase of the motion picture business has advanced as fast as the publicity department. It is a very small and insignificant picture, which does not carry with it volumes of prepared press matter. The literature put out by the big concerns is most always a masterpiece of the printer's art. The literary portion is of course produced by past masters of the writing game.

In spite of the fact that the men who extol the wonders and beauties of the multitude of pictures turned out every year are the highest class of press agents, they have all invariably fallen into the same rut.

It is an exceedingly hard matter to pick up one of their compositions without finding the words "star" and "featured" worked past the limit of endurance. On every hand is found that "Miss So-and-So" and "Mr. So-and-So" are stars, and as recklessly

Go the nimble press agents say that "So-and-So" is being featured.

Aside from the fact that eighty per cent of the "stars" and "featured players" have no right to that recognition, there is found another annoying condition in that it seems there are a great many people in the film business who have absolutely no conception whatever of the difference in significance between the two terms.

These terms have descended upon the motion picture world from the legitimate stage, and in theatrical circles they have a very important meaning. It is a simple difference, and one that every one—and of course, the press agents—should know, but it seems that the majority are wandering around in the darkness of ignorance.

For any player to be starred in a production, it means that the player's name appears above the name of the offering in the advertising. It is at-

ways given more prominence than the name of the production. On the other hand, if a player is featured in a production, it means that the name of the player is of secondary importance, and appears under the name of the play. Thus in some cases where one player is starred and another featured, the heading of the production will be found "Mr. Blank in 'Hit By a Brick' with Miss Mostanyone."

RICHARD JOSE SAYS OLD SONGS ARE COMING BACK

The national taste in music is improving. Richard J. Jose says so. There is a sentimental ballad wave sweeping over the country, declares the man who is largely responsible for the vogue of songs with heart interest.

Ragtime is a thing of the past. The wonderful, changeable public has gone back to the songs of long ago, the songs with a meaning and an heart interest. Mr. Jose has been singing one of those old time songs for the past eighteen years. He sang "Silver Threads Among the Gold" when few people, even singers, were singing other than rag time.

"The craze of the soon song died out and that tells the story," said Mr. Jose. "The love of the old songs, 'Silver Threads Among the Gold' and 'When You and I Were Young, Dear,' will never die and the reason is that one stirs you to tap the floor with your cane and the other stirs your heart. The song writers of today will turn to type popular years ago like 'The Blue and the Gray,' 'Two Little Girls in Blue' and songs of like character. Why, it makes my blood boil to recall how hymns have been turned into ragtime. Imagine a man having the audacity to rag 'Nearer My God to Thee.'"

Many years ago Mr. Jose appeared with Mr. Ellsford who, for a quarter of a century was one of the best known theatrical men on the coast. He came to Phoenix a day in advance of his engagement at the Arizona and he might pass the time in reviewing their past together.

Mr. Jose first began to sing "Sil-



At the Lion this week

ver Threads Among the Gold" eighteen years ago, long before his own hair turned silver. He used it as an encore and its popularity warranted his making it a feature song. After this he appeared in "The Old Homestead" and still later with West's Minstrels, but again turned to vaudeville with his favorite song. And that people want the song has never been better demonstrated than by the Victor records. The only rival that this record has is the Caruso record. In three months in Philadelphia alone 500,000 Jose records were sold.

He has utilized the good, old song in every possible way. A play was built around it, in which he appeared for two years and his latest venture is the picture play, in which he appears. While it is being shown the tenor sings "Silver Threads" which he has made famous.

"At present I prefer pictures to the play," he admitted. His taste was based on dollars and cents.

BURRO RIDES IN AUTO AND ENJOYS IT

While photographing "The Silent Gambler" Remoine Fielding found that to get proper atmosphere for the old prospector's outfit a burro must be used.

Hiring one at a local corral, one of his men undertook to bring it out to the studio. It seemed that Mr. Fielding on pommel, Miss Burro knew every landmark and blade of grass along the road and insisted on stopping and renewing acquaintances. After an extended trip the burro arrived at Century City. The official burro guide informed Mr. Fielding that he had broken several "commandments" and a few clubs, but had added some very choice curse words to his vocabulary.

The following morning the burro and escort (the property man) started for the foot-hills two hours before the company. Mr. Fielding met them two miles out on the McDowell road and props were crying and shodding with her great hickness but of no avail. The auto truck was sent from the studio and the incorrigible was loaded therein—much to the amusement of the bystanders and to the satisfaction and delight of the burro.

Yesterday Mr. Fielding received a complaint from the owner that he had spoiled his very good burro and that now she insists on climbing in most every auto she sees. Fielding says: "Show me the one that could not do likewise under the circumstances."

RICHARD JOSE AND THIRTEEN REELS OF MOTION PICTURES AT THE ARIZONA

To that great and enchanted throng who have become fans of motion pic-

tography, and who know the worthiness and impelling motive of the so-called feature and attractiveness, is dedicated today's showing of "Silver Threads Among the Gold" at the Arizona. Richard Jose, known as the sweetest singer in the United States, will be at the theater in person, singing the song around which the picture is built. Mr. Jose is bringing his own organist. The appearance of the celebrated singer undoubtedly marks a mile stone in the theatrical world of Phoenix. The picture runs the gamut of human emotions without any exaggerations. It is the mirror of life, untouched and yet so convincingly told. Its appeal is all human. It will touch the heart of everyone, and bring to mind pictures of boyhood and girlhood days, always refreshing, and which in the recalling push aside the thorns of time that come along the rough way in life's path.

Mr. Pierce Kingsley, the author and producer, who is responsible for this birth of a new creation, has had years of training on the legitimate stage as an actor and director. He has produced many of the most notable successes upon both the stage and screen. The cast contains an array of stars whose names will be at once familiar to all.

In addition to this feature of features the Arizona will show the regular Tri-umphant program of seven reels. For the first part of the week, Sunday, Monday and Tuesday, when the thirteen-reel show is on, there will be but one exhibition each night, with the show starting at 7:45. William S. Hart and House Peters, both stars of the first magnitude, will be presented in "Between Men." It is rather out of the ordinary for Hart to appear in other than a Western drama, but as usual he has made good. For the comedy portion of the program, Chester Conklin will be shown in "Dizzy Heights and Daring Hearts," a Mack Sennett production. Aeroplanes, bombs and all sorts of comedy situations are brought out. Conklin, next to Mr. Chaplin of the so-called funny feet, has the largest following of delighted audiences in the country. With thirteen reels of real comedy, the Arizona is evidently out to do a record business the first part of the week.



Scene from "Chimmie Fadden Out West" at the Arizona this week

presented at the Elks theater for an engagement of one week, presented by the Ed Redmond company, beginning Monday evening, and a new series of laughs will accompany the thrill, for "Kick In" is known to be a perfect blend of thrilling situations and laughable episodes, projected across the footlights by a set of characters as original as they are crooked.

It must be known that "Kick In" deals with a number of crooked people, some respectable ones, and the police department of New York. About the latter much has been written and presented on the stage, but it is said that it remained for the author of "Kick In" to show the Central Office force up to a new and unique light.

What the crooked people and those

or along the rim and the chances to bring in the wonderful sunset effects on the rim were exceptional. The great banks of clouds that hang like veils over the declivity of the north all make for the picture many possibilities. As it has not been seen in Arizona, it is of course sure to attract more than the usual run of features offered aside from the fact it is said to be one of the best pictures to be done by the Lubin people for the V-L-S-E program.

"The Great Divide" will come for two days in March and much of the splendid paintings and art pictures of the canyon will be loaned by the Santa Fe railroad for the exploitation of the big special.

EMPRESS STARTS WEEK WITH COMEDY, FOLLOWED BY GREAT METRO TRAGEDY

"Captain Jinks, of the Horse Marines," a photoplay founded on the comedy written by Clyde Fitch, will hold the hearts of the Empress today and tomorrow. The picture is comedy throughout. Ann Murdock, who has made a sensational success on the legitimate stage as a comedienne, takes the leading feminine part. She is ably supported by Richard C. Travers.

The spirit of life exemplified by Captain Jinks, can best be explained by the following ditty:

"I'm Captain Jinks of the Horse Marines,
I often live beyond my means,
I sport young ladies in their teens,
I cut a swell in the army,
I teach the ladies how to dance,
How to dance, how to dance,
I teach the ladies how to dance,
For I'm their pet in the army."

Chorus—
"I'm Captain Jinks of the Horse Marines,
I give my horse good corn and beans,
Of course it's quite beyond my means,
Though a captain in the army."

Tuesday and Wednesday "The House of Tears," one of the strongest emotional dramas ever put out by the Metro people, is scheduled. Emily Stevens, who has proven herself a universal favorite in whatever parts she has been cast, will be in the lead. In "The House of Tears" there lived Robert Collingwood, his wife Alice Collingwood, Miss Stevens' part, and their baby girl Gail. In the court, Robert has been granted a decree of divorce and the custody of the little girl, upon evidence that Mrs. Collingwood has been found in a compromising situation with Henry Thorne. Once free, Mrs. Collingwood openly accepts the advances of Thorne, and soon they are married. They go west, where Thorne becomes a prospector. Collingwood, his mind upset by his domestic troubles, becomes a maniac and is killed. Fifteen years later, Thorne meets with sudden success at a gambling table, and finds himself in possession of \$15,000. He has twice of his fortune in Wall street. There he meets Gail, his wife's daughter, and falls in love with her. In the meantime Mrs. Thorne, Gail's mother comes east in search of her husband. She accidentally finds and identifies her daughter, who by this time is engaged to Thorne. The two set a trap for him, and disclose their identity. He is haunted by the phantom of the past, and eventually meets his death, while trying to escape from the phantom.



At the Lion

ELKS THEATRE

Ed Redmond Lessee Matinee Today Phone 3-5-6-0

"The Argyle Case"

LAST TIME—TONIGHT—LAST TIME

COMMENCING MONDAY—ALL WEEK

The Ed. Redmond Co.

Presents

Willard Mack's Gripping Drama

"KICK IN"

John Barrymore's success of last season at the Republic theater—New York.

Matinees—Wednesday, Saturday and Sunday.

Prices—Mat., 15 and 25c. Nights, 15, 25, 35 and 50c.

Coming—Monday, March 6th, "Twin Beds"—One Night Only

LION THEATRE

TODAY

SHERMAN BAINBRIDGE and EDNA PAYNE in

"THE DAWN ROAD"

Universal Weekly Billie Ritchie Comedy

"See It"

THE SWEETEST SINGER EVER KNOWN RICHARD J. JOSE

In Person will sing with the Photo-play the famous song

'Silver Threads Among the Gold'

This beautiful production is in six parts

Also Thos. Ince Presents WILLIAM S. HART and HOUSE PETERS in "BETWEEN MEN" In 5 Parts

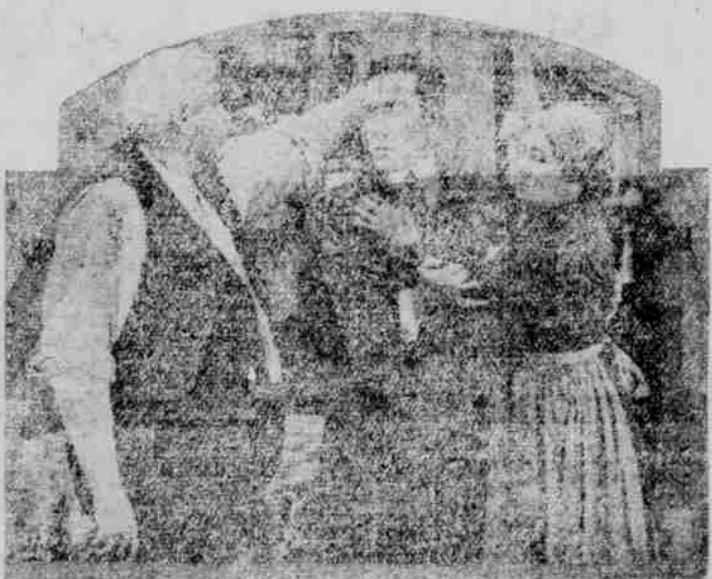
Also A Keystone Comedy with CHESTER CONKLIN in "DIZZY HEIGHTS" and "DARING HEARTS"

ONE SHOW EACH NIGHT—13 REELS

THREE DAYS—TODAY, MONDAY AND TUESDAY. PRICES, 25c AND 50c. CHILDREN 10c.

MATINEE TODAY

ARIZONA THEATRE



COLISEUM

TONIGHT

LEE HARRISON

and his Southern Rosebuds in

Gay Old New York

10c, 20c, 30c

THE GREAT DIVIDE, TAKEN IN GRAND CANYON, COMING TO THE AMUZU

Among the feature pictures that will be awaited with more than usual interest will be the screening of Wm. Vaughn Moody's splendid story laid in the Grand Canyon of Arizona, "The Great Divide." This virile play of a great beast of man who learns to love a woman and by reason of the purifying love of a clean thing in his life becomes a man of men is too well known to need reviewing. It is a good play, a play with a big moral, a great lesson and many fine things to make it a corking screen offering but for Arizonians it will take on more than usual significance for its locale.

The Lubin people sent House Peters and Ethel Clayton out here last season to do the picture and they brought with them to the Grand Canyon a strong supporting company of artists to interpret the roles of the play. All of the scenes are laid in the canyon